

## Message Text

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PAGE 01 LA PAZ 06143 042321Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----095978 051157Z /45  
R 042100Z AUG 77  
FM AMEMBASSY LA PAZ  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6532

LIMITED OFFICIAL USE LA PAZ 6143

E.O. 11652: N/A  
TAGS: BEXP, BL  
SUBJ: COLOR TELEVISION: REQUEST FOR RETURN VISIT BY MACDONALD  
NYHEN

1. BOLIVIAN TELEVISION HAS RECENTLY BEEN REORGANIZED TO MAKE IT A MORE INDEPENDENT ENTITY. THE NEWLY APPOINTED DIRECTOR OF BOLIVIA TV, ALFREDO ARCE, IS NOW TURNING TO THE PROBLEM OF SELECTING A COLOR STANDARD AND HE HAS REQUESTED THE EMBASSY TO ARRANGE A RETURN VISIT BY MACDONLAD NYHEN.

2. ARCE, A FORMER MINISTER OF THE INTERIOR AND AN INFLUENTIAL FIGURE IN THE GOVERNMENT, HAS ADMITTED TO POL/ECOM COUNSELOR THAT HIS TECHNICAL ADVISORS ARE UNABLE TO AGREE ON THE STANDARD BEST SUITED FOR BOLIVIA. HE ALSO ACKNOWLEDGED THAT HE LACKS CONFIDENCE IN THE OBJECTIVITY OF HIS STAFF AND SAID THAT HE WISHES TO HAVE TO OPPORTUNITY TO CONSULT WITH AN UNBIASED EXPERT.

3. COMMENT: ARCE HAS TOLD US THAT HE WILL PUSH FOR THE ADOPTION OF THE NTSC STANDARD BECAUSE IT WILL FACILITATE THE USE OF US PROGRAM MATERIALS AND THEREBY PROMOTE CULTURAL AND POLITICAL TIES WITH THE U.S. ALTHOUGH WE ARE UNAWARE OF THE EXPENSE INVOLVED IN A SECOND NYHEN VISIT WE STRONGLY BELIEVE THAT PERSONAL CONTACT BETWEEN  
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ARCE AND NYHEN IS ESSENTIAL IF EUROPEAN EFFORTS TO INTRODUCE THE PAL SYSTEM HERE ARE TO BE RESISTED. PAL PROPONENTS BROUGHT AN EXPERT TO BOLIVIA FOLLOWING THE NYHEN VISIT TO DISCUSS THE BENEFITS OF THE PAL SYSTEM. IN ADDITION, A SIEMENS TECHNICIAN WORKING FULL TIME WITH THE BOLIVIAN - GERMAN CHAMBER OF COMMERCE HAS BEEN DEVOTING MOST OF HIS ENERGIES TO PROMOTION OF PAL. HIS EFFORTS HAVE BEEN SUPPLEMENTED BY

THE WORK OF THE LOCAL REPRESENTATIVE OF VARIOUS EUROPEAN FIRMS WHO HAVE BEEN AGGRESSIVELY PUSHING FOR A DECISION IN FAVOR OF THE PAL STANDARD.

4.ACTION REQUESTED: WE ASK THAT USDOC AUTHORIZE A SECOND VISIT BY NYHEN TO LA PAZ TO DISCUSS WITH ARCE IN DETAIL THE ADVANTAGES OF THE NTSC SYSTEM.

BEAL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 22 May 2009  
**Disposition Event:**  
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**Disposition Reason:**  
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**Enclosure:** n/a  
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**Original Handling Restrictions:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009